# TIMES-VIRGINIAN

*In the Heart of Virginia's Dark Tobacco Belt*

Appomattox, Virginia

VIRGINIA PRESS ASSOCIATION Member

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**Mr. and Mrs. Calvin Robinson ...... *Editors and Publishers***

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## EDITORIAL OPINION

### SMALLER TOWNS CATCH UP

One of the most significant happenings in holiday merchandising is the fact that the smaller towns have caught up with the metropolitan trade centers and are now getting a larger proportion of Christmas business.

We were led to that thought by observing how smartly local stores are decorated for Christmas, how well attractive gift items are displayed — and most of all by the fact that all this happened right after Thanksgiving, and not the old-time "Saturday before Christmas."

Time used to be that for Saturday before Christmas, small community merchants would send some clerk into the store room or up to the second floor, to round up the toys and gift items left over from the year before, and to this would be added a small stock of new merchandise, and nuts, hard candy, and fruits. By that time the big city stores had already sold the community's customers their Christmas needs.

But in recent years, community merchants have gradually moved up the date of display of Christmas items, and they have expanded their offerings. The result has been a big increase in home-town sales for the great holiday trade, and by and large people are doing their Christmas shopping earlier, and doing it at their community stores.

Another factor has been the unpleasant quest for parking space in the cities. Many a shopper discovered that they could "buy it at home" only after a trip to the city and a search for parking space and elbow room at the counter. They gave up returned home, and got a big surprise that the local store had just as attractive offerings, and greater convenience!

### THIS WAY OUT

(New Orleans Item)

A New Orleans woman planning a cocktail party thought the invitations ought to read, "from six to eight," but her husband objected that this would appear to be telling the guests when to go home. So the invitations merely stated, "cocktails at six," with the inevitable result. Long after midnight the party was still going strong.

Shortly after one the cops arrived. Somebody in the neighborhood had complained, and the racket would have to stop. The host was outraged, said he couldn't imagine one of his neighbors making a complaint. But the sergeant was adament. A complaint had been received.

That broke up the party. As the last guest filed out, the hostess turned to her husband and murmured, "I wonder who called the police?"

Replied her weary husband, "I did."

### SLEEP CHASER

(Wall Street Journal)

By nine P. M.
I start to drowse.
I drag, I droop,
I cannot rouse.

There's just one way
To clear my head
And get awake:
To go to bed.

### STONEWALL BRIGADE

(Greensboro Daily News)

"In one day they marched from Harper's Ferry to Strasburg, nearly 50 miles. On the advance to Romney they walked — many without shoes — over roads so slippery with ice that men were falling and their guns going off all along the column — and at night they lay down, without blankets, on the snow, with no camp fires and no food."

So wrote John Esten Cooke in Stonewall Jackson and the Old Stonewall Brigade, a new edition of which has recently been published by the University of Virginia Press.

It sounds a little beyond belief especially the part about the guns going off and evidently endangering the lives of the other soldiers until you stop to realize that by that time Stonewall's men were in a mood not to care whether they got shot or not. No wonder they won so many battles. There were men in those days.

### ACCENT ON YOUTH

(Winchester Star)

In looking over help wanted ads, perhaps 90 per cent of them mention a maximum age limit of 35, which may occasionally be extended to 40. Possibly this is a result of the "Accent on Youth" movement which seems to have made wide gains in the last few years.

Most persons are for youth, having belonged to that age group at one time if they do not so now, but the nation cannot afford to throw all of the collective experience and ability of any certain age group into the discard, nor can the economy afford the loss of the buying power of such a group.

The answer to this dilemma is up to private enterprise. There is social responsibility involved which business must assume for its own benefit, extending to employees the same loyalty that is expected in return. Possibly a Society for the Prevention of Positions for People Past their prime might help.

### HOW TO DRIVE SAFELY ON ICE AND SNOW

How fast is it safe to drive on ice or snow?

With winter weather moving in on most of the nation, the National Safety Council has attempted to answer that question in a new report issued by its Committee on Winter Driving Hazards.

Considering only the road surface itself, the Council offers this advice:

To provide the same stopping ability available on dry pavement at 50 m. p. h.—

Speed on ice must not be higher than 25 m. p. h. with reinforced tire chains or 15 m. p. h. with special winter tires.

Speed on packed snow must not be higher than 35 m. p. h. with reinforced tire chains or 28 m. p. h. with special winter tires.

The Council warns that these speeds are a measure of stopping traction only. Visibility, traffic and other varying conditions can make even those speeds hazardous, it says, so the rules of common sense should always be followed.

The Council's committee, composed of 35 testing experts in the field of automotive and traffic safety engineering, based the conclusions in its report on many years of testing on frozen lakes, airport runways and actual highways.

The best self-help for the motorist are reinforced tire chains, according to the report. Under some conditions, special winter tires may also be helpful.

Reinforced tire chains cut braking distances in half on both snow and ice, the report states. Starting traction is increased seven times on ice and nearly four times on packed snow, as compared with regular tires.

Reinforced tire chains, which have projecting teeth or cleats on each cross chain, "are very effective on glare ice in reducing braking distances, opposing side skids and increasing forward traction" as compared with regular round wire link chains which provide good stop-and-go traction on snow but comparatively poor resistance to side skids the report states.

Some special winter tires, according to the report, "serve a real purpose under certain weather and road conditions, particularly when snow or slush is soft and not too deep. However, the overall improvement of even the best tires tested is not great enough to warrant less care or precaution when driving on slippery surfaces. Considering the hazards involved, drivers should also realize that a majority of the winter tires tested were poorer or little better than regular tires."

The six basic rules for safe winter driving recommended by the committee are:

1. Accept your responsibility to do all in your power to drive without accident. Don't blame the weatherman for an accident. Be prepared and meet the situation.

2. Get the "feel" of the road. Try brakes ocassionally while driving slowly and away from traffic. Find out just how slippery the road is and adjust your speed to road and weather conditions. Remember you can't stop on an icy dime.

3. Keep the windshield clear of snow and ice, fog and frost. Be sure headlights, windshield wiper blades and defrosters are in top condition. You have to see danger to avoid it.

4. Use tire chains and good tires. Don't rely on worn-smooth tires. Use tire chains on snow and ice. They cut stopping distances about half give four to seven times more starting and climbing traction. But even with the help of chains slower than normal speeds are a must on snow and ice.

5. Pump your brakes to slow down or stop. Jamming them on can lock the wheels and throw you into a dangerous skid. A little skidding can carry you a long way.

6. Follow at a safe distance. Keep well back of the vehicle ahead .. give yourself room to stop. Remember, without tire chains it takes 3 to 12 times as far to stop on snow and ice as on dry concrete.

Ohio State to play in Rose Bowl football game.

Basketball practice now under way at A. H. S.

Give a subscription to the home county paper for Christmas!

Dial 2811 with Personals.

### MAYBE GALLON JUGS WILL SOLVE MILK-PRICE PROBLEM

Are gallon jugs the answer for dairymen?

This question is posed by Dr. J. L. Maxton, agricultural economist at VPI. Just recently he suggested discontinuance of milk deliveres to homes, using sale of milk at food stores instead, as one possible means of reducing the cost of milk.

Now he cites records of two markets where milk is sold in gallon jugs, where prices are lower, and where, understandingly enough, the people are drinking more milk. Apparently, he says the gallon jug as a milk container is gaining wide acceptance.

Sales in gallon jugs in Chicago since 1949 have increased from 11% to 30% of the packaged fluid milk. In Lake Charles, La., sales of milk from January to June of 1954 increased from about 12% to 40% of packaged fluid milk. Sales in half-gallon containers also increased from 22% to 37% of the packaged fluid milk.

Gallon jugs have not been distributed on retail or wholesale routes by the Louisiana handler, but only through his plant stores. The handler first operated two stores, but six months later was operating seven. He gives his discount on purchases of milk in gallon jugs and his class I milk sales increased almost 12% over the same six month period of 1953.

The price of milk in gallon jugs was cheaper by 4c a quart, or 16c a gallon, than the same amount in four single-quart containers.

Consumers like it. Not only milk cheaper, but jugs are convenient, purchases can be less frequently, and a gallon takes less space in a refrig[erator] than four quart containers.

Local volunteer firemen w[ere] guests of the town at a dinn[er] night.


To Relieve Misery of COLDS take 666

LIQUID OR TABLETS—SAME FAST



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Savings News For 1955

We Invite You To Join Our Christmas Club

Will open December 3rd, 1954

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1st ... by far. New "Total Power" Esso Extra is breaking all past sales records ... far outsells every other premium gasoline because it's the best you can buy!

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*First in sales of both premium and regular gasoline in the area where Esso products are sold*

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## [Liv]estock, Meat Outlook Cited by Economist

[Grow]th and lower prices have [brough]t hardships to cattlemen, but [most] of them are riding out the [storm], observe agricultural economists at V. P. I.

[In th]eir annual look at what lies [ahead], the economists see reason[able st]ability with little change in [prices] for cattlemen for the year [ahead]. Despite a 10% increase in [beef an]d cattle slaughter during the [first ni]ne months of 1954 over 1953, [the num]ber of cattle on the na[tion's f]arms January 1, 1955, will [be abou]t the same as a year earlier. [The cha]nge wil be small, and the [total i]nventory will likely be about [...]000 head.

[Cons]umer preference for light[weight] cattle is expected to contin[ue. G]enerally speaking, this will [cause] producers to cut costs, since [the yo]unger light-weight cattle us[e th]e feed more efficiently than [the] heavier animals. This trend [in] meat production from increas[es pr]oportionately with either [feed]ings or slaughter.

[Repo]rts indicate that many pro[ducers] in the cash-grain belt did not comply with their 1954 corn-acreage allotments. Also the moisture content of much of the corn in that area may be too high to be eligible for storage under the price-support program. The prospects of large amounts of "free corn" at prices below support levels are expected to increase cattle feeding. Also, better profits from cattle feeding last season may encourage a small expansion in feed-lot operations. Eastern corn belt buyers were more active in 1954 at feeder calf and yearling sales. All these signs point to slightly more cattle on feed by January.

Prices received for the top grades of grain-finished steers should remain near their present levels until the seasonal increase in marketings begins in late winter. However the prices of fed cattle are likely to carry a weaker undertone during most of 1955. The spread between Virginia prices and Chicago prices widens during the fall when about 50 to 60% of Virginia's slaughter steers are generally sold. Moreover differences in cow prices are usually wider in the late spring when dairy herds are culled, and again in the fall when beef herds are culled.

Prices of veal calves are expected to average slightly lower in Virginia next year. Farmers are advised to use extreme care in marketing veals at the most desirable weight (185-215 pounds), for price differences between various weights of the same grade are often wider than price differences for different grades of the same weight.

Better grade grass-fattened steers and heifers should bring prices next fall roughly the same as in 1954. However, prices for grass-finished animals are closely related to prices of grain-finished cattle, though lower. Should a decided weakness develop for grain-finished cattle, it would be quickly reflected in prices of grass cattle. Assuming normal feed and pasture conditions and a continued strong consumer demand prices of good and choice slaughter steers at Virginia points should average $18 to $20 per cwt. in the fall of 1955.

Unless feeder-cattle marketings are reduced in 1955 (which seems a remote possibility), prices likely will average somewhere between 1954 and 1953 levels. Buyers will continue to be quite selective, resulting in significant price differences between grades. It may still pay the feeder-calf producer with a low-grade calf to sell it as veal rather than keep it to sell as a feeder. Low-grade calves seldom improve with age.

## Liberty Chapel

Liberty Chapel, Dec. 7.- Mr. and Mrs. John W. Gunter spent the week-end in the home of Mrs. R. S. Spencer, Petersbrug, Virginia. They attended the Pioneer Pre-Christmas Sales Meeting Banquet in Suffolk.

Mr. and Mrs. Marvin Reynolds, Beck yand Mrs. Florence Phelps visited Mr. and Mrs. Ferd Davidson on Sunday afternoon.

Mr. and Mrs. Paul Thornhill, Mildred Ann and Alice Faye visited Mr. and Mrs. Bill Sperry Saturday evening.

### VERA S. C. A.

The Vera S. C. A. held its regular meeting December 1. Ellen Almond read the Bible and Alice Faye Thornhill lead in prayer. After the business meeting an interesting program was presented. Songs were sung by Nancy Scruggs, Phillis Gobble and Harriett Harvey. Lois Morris told a story. Piano music was rendered by Jean Brown, Carolyn Childers, Becky Reynolds and Faye Thornhill. The meeting was adjourned to meet again the first Wednesday in January.

—Reporter: Becky Reynolds.

### COLD SNAP SENDING WATERFOWL SOUTH

The recent cold snap has been increasing the number of waterfowl — ducks and geese — coming into Virginia, but the migration will not be in full swing until the waters of the North freeze over, especially the Susquehanna flats, whence we get most of our diving ducks, according to Executive Director I. T. Quinn, of the Commission of Game and Inland Fisheries. However, most hunters have been getting full bag limits on both ducks and on geese, Quinn says.

THE BIBLE SPEAKS

International Uniform Sunday School Lessons

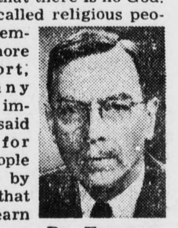
BY DR. KENNETH J. FOREMAN

Scripture: Psalms 42; 84; 102:25-27. Devotional Reading: Psalm 63:1-8.

### The Living God

Lesson for December 12, 1954

DO ALL men "yearn for God"? Plainly, they do not. Many ignore him, many wish they could be sure he did not exist, some even spend a good deal of effort trying to show that there is no God. Many even so-called religious people, church members of the more lukewarm sort, cannot by any stretch of the imagination be said to "yearn" for God. Some people are so flabby by temperament that they never yearn for anything or anyone in their whole lives. Like oysters, they take what comes their way and think as little as possible. Nevertheless and for all that, the longing for God is the deepest longing of which the human heart is capable. Those who have known this desire know that there is no other which is so intense.



Dr. Foreman

#### Only the Living God Satisfies

Men do cry out for the living God, as the Psalmist said. Men do not really care for dead gods. A deity who is only a name, a definition in a catechism, an article in a creed, a hypothesis in a philosopher's mind, a concept, an idea; a god who is spun like cobweb out of a thinker's brain, a god who is another name for a Wish, a god who is no more than a mirage, a reflection of a man's own ego on the blank curtain of empty eternity,— such a god no one wants. It is only the living God who satisfies. Indeed, the great saints have always believed that only the living God could inspire in men this deep desire for himself. But what is meant by the "living" God? First of all it means the weaver of destiny. A God who made the universe and threw it out to whirl forever untended and forgotten, might be a majestic deity but not the living God for whom the saints have yearned. The living God is one who is here, now, weaving at his loom of time and space, living in the hearts and minds of his children, controlling by his providence the course of history, "preserving and governing all his creatures" as an old creed expresses it. To such a God we dare to pray; of such a God we may expect concern, a hand stretched out to lift the falling.

#### God the Friend

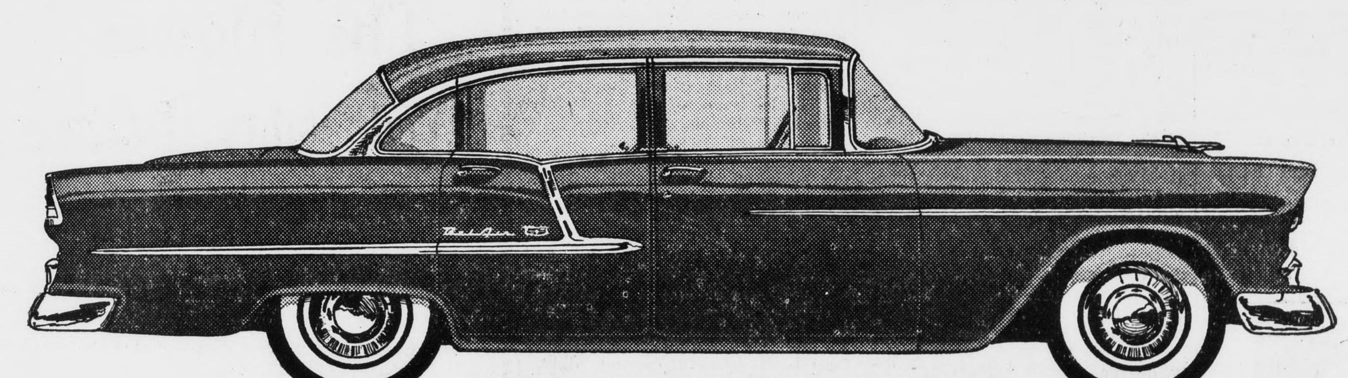
"God is my friend" is the most stirring thought a man can have. A God who could not be a friend but only a creator, a judge, would not be the living God of the psalmists' prayers. Yet when we speak of God as a friend, we have to avoid two mistakes. One is to think that he is a friend to all alike, that it makes no difference at all to him what we do, he is for us no matter what, that whatever we pray for he is bound to do for us. No: as we were thinking last week, God can be against men. He will not say "Yes" to foolish or wicked prayers. He is for good and against evil, and he plays no favorites. Another mistake is to think of him like some human friends, persons who wish us well but can't do anything else about it. Human friendship is often no more than weak and helpless sympathy. The friendship of God comes from the heart of reality itself. In spite of our human friends we may be destroyed; but as St. Paul put it, If God be for us, who can be (successfully) against us?

#### The Unchanging God

Both in the Bible (as in Psalm 102) and out (as in Christian theology) we hear about the unchanging or the unchangeable, God. We have to be careful to think of this as the Bible shows us, and not to make a caricature out of the idea. God is the living God; let us keep that in mind at all times. He is not unchanging as a statue is. A doll is made smiling; cuddle the doll or leave it in the rain, and the doll smiles on. But God is no doll! God is not unchanging as a formula is in mathematics. Any mathematical law, any law of physics or astronomy for instance, is unchangeable; but it is not a living thing; it knows nothing; it cares for nothing, it can be used by evil men and good. God on the contrary is the divine person, not a what, not a thing, but infinite, personal, loving,—our Father. His unchangingness is not the sameness of a doll, not the inflexibility of a formula. It is the changelessness of a fatherly love on which his children can now and always depend.

(Based on outlines copyrighted by the Division of Christian Education, National Council of the Churches of Christ in the U. S. A. Released by Community Press Service.)


The exciting new idea behind the *motoramic* Chevrolet



*The Bel Air 4-Door Sedan—one of 14 new Fisher Body beauties in three new series*

**Maybe once in a car-buying lifetime, you come across something that breaks all the old patterns and establishes new ones. This is that kind of car. This is the true story of how Chevrolet and General Motors shaped a new idea in steel.**

Like most good ideas, this one is pretty simple. But it wasn't an easy one to carry out. For Chevrolet and General Motors set out with the idea of building the first low-priced car that would do all these things:

- *bring you the very freshest and finest styling to be had.*
- *bring you the most advanced engine design and engineering features.*
- *bring you the kind of performance and the kind of ride that have never been available before in a low-priced car.*
- *bring you the highest quality of manufacture and materials.*

All this in Chevrolet's price field? That *did* take some doing! And isn't it logical that only Chevrolet and General Motors have the people, the skills, the resources and facilities, to carry out this exciting new concept? Here is how this new Chevrolet changes all your own ideas about cars!

**Real Show-Car Styling!**

*Your eye tells you the Motoramic Chevrolet is no styling "patch-up" job. A rakish, low profile . . . soft swiftness from its sleek rear fenders to its wide-eyed Sweep-Sight windshield . . . a new outlook for motoring. And that outlook doesn't change when you slip inside . . . there's more room for hats and hips . . . exciting fabrics and trim harmonized with the whole car . . . as carefully as a bride matches carpet to curtains.*

**A Sensational Ride!**

You live the new idea instantly . . . you glide . . . actually *glide* because spherical joints "roll with the punch" of the road in Chevrolet's new Glide-Ride front suspension. And outrigger rear springs mean new balance in turns . . . turns made so effortless by new ball-race steering.

And when you stop suddenly, new Anti-Dive braking control checks that nosing down in front . . . you get more level stopping. Tubeless tires mean much greater protection against blowouts. And with new high-level ventilation there's fresher air.

8

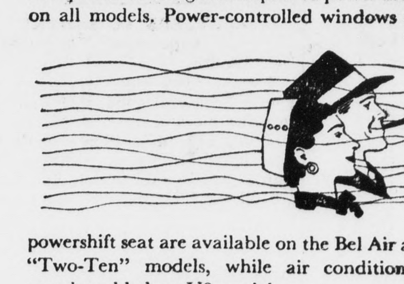
6

**Power Beyond Compare!**

You also feel the new idea quickly . . . quick power like a panther's paw with the new "Turbo-Fire V8" (162 h.p.) and two new "Blue-Flame" 6's. And sparking this performance is a 12-volt electrical system giving you better ignition, faster starting, greater electrical reserve for any of the power assists you might desire. You have a transmission choice of economical Overdrive and improved, automatic Powerglide (optional at extra cost) or standard shift.

**Even Air Conditioning!**

And if you desire the convenience of power assists (optional at extra cost) . . . you'll find new power-steering and improved power brakes on all models. Power-controlled windows and



powershift seat are available on the Bel Air and "Two-Ten" models, while air conditioning may be added on V8 models.

**Won't You Try It?**

*Here, we can only tell you how successfully the Motoramic Chevrolet expresses the new idea behind it. But the car itself can quickly show you! Come in for a demonstration drive, won't you, first chance you get.*

MORE THAN A NEW CAR, A NEW CONCEPT OF LOW-COST MOTORING

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